Reservation Pass User Guide

August 2017 • 2016 • All Employees • Global

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Overview

This guide will provide you with step by step details on how to use the Reservation Pass functionality in Runner.

Initial Setup for Reservation Pass

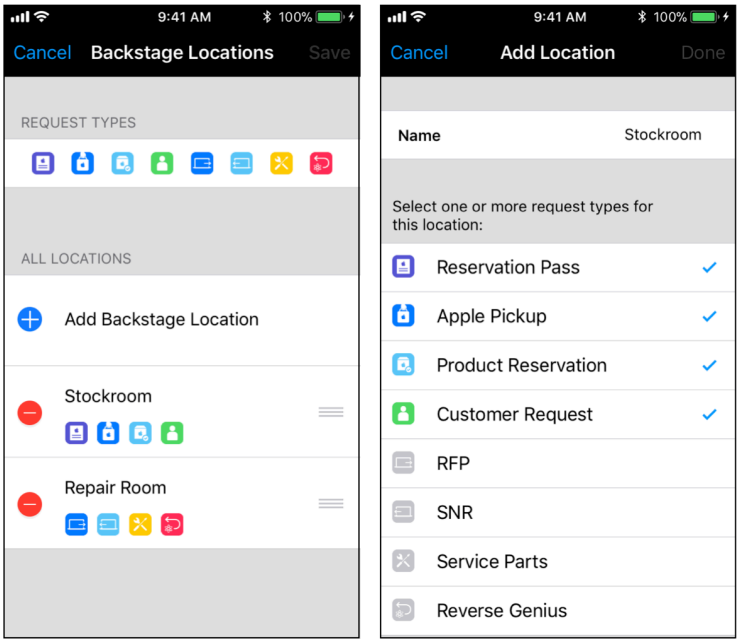
Reservation Pass allows team members to create same-day product commitments for customers in-line or in-store. Products are held until the end of the business day. Customers are sent a QR code via email or SMS. Reservation Pass syncs with Real-time Committed Inventory (RCI) and point of sale (POS) systems in real-time.

Runner displays real-time inventory availability. You must request all products via Runner, and use Reverse Requests for any unsold product to ensure that inventory in Runner stays accurate.

Backstage Locations

To set up Runner for Reservation Pass notifications, tap Settings > Store Settings > Backstage Locations. Ensure that Reservation Pass is enabled for the appropriate Backstage location.

Employees with Runner Admin access will have access to these settings.



If your store will fulfill Reservation Pass products from a different location, create a new Backstage location by tapping Edit > Add Backstage location.

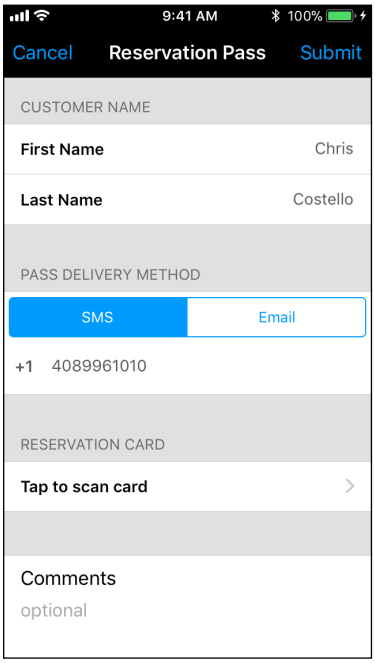
Reservation Pass Settings

To view or configure Reservation Pass settings, tap Settings > Reservation Pass.

Settings are:

- **Reservation Pass Count:** Daily Reservation Passes created
- **Reservation Pass Limit:** After the designated limit, users will see an alert that the limit has been exceeded. However, Runner will not prevent users from creating additional Reservation Passes.
- **All Employee Access:** By default, employees with Runner access will have Reservation Pass access. If All Employee Access is turned off, specific users can be selected here.

Create a Reservation Pass



To create a new Reservation Pass, follow the steps below:

1. Tap Reservation Pass.
2. Create cart of products.
3. Enter name and choose SMS or Email.
4. Enter phone number* or email.
5. Click Submit.

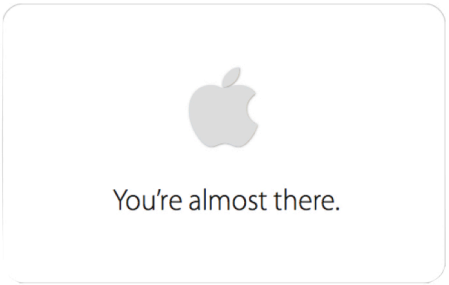
> **Note**
> *SMS can only be sent to phone numbers with the same country code as the store.

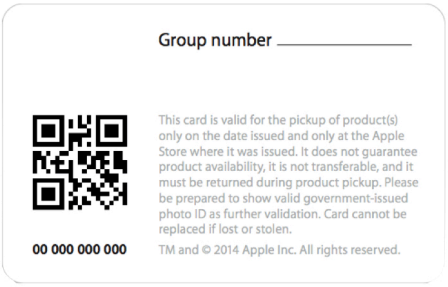
Reservation Pass should only be used for products secured in the Stockroom. If the product is available for sale from the Avenues, there is a risk that the product will be over-committed. It is also only recommended to create Reservation Passes for serialized products, so that they can be tracked.

In dual-locale countries, the preferred language for the customer can be selected after the email address or phone number are entered.

Using a Paper Reservation Card (in select countries)

If the customer prefers an analog confirmation, their reservation can be associated with a QR code on a paper reservation card. Adding the customer's name is recommended, but it is not required. Remember, the card is the only way to look up a reservation if there is no name, phone number, or email captured.




Group number
This card is valid for the pickup of product(s) only on the date issued and only at the Apple Store where it was issued. It does not guarantee product availability, it is not transferable, and it must be returned during product pickup. Please be prepared to show valid government-issued photo ID as further validation. Card cannot be replaced if lost or stolen.
00 000 000 000
TM and © 2014 Apple Inc. All rights reserved.

Search and Edit a Reservation Pass

Scan, browse or search by text in Runner to find a Reservation Pass.

Search by Text String

From the Runner home screen or the request list, you can search by:

- Customer Name
- Customer phone number
- Customer email
- Reservation number
- Partial text string (e.g., last four digits of a phone number, first few letters of an email address, last four digits of a reservation number, etc.)

Edit a Reservation Pass

Edit an existing Reservation Pass if your customer changes their mind or wants additional products. SMS/email and QR code links are updated so there's no need to resend the pass to the customer.

1. Locate the customer's Reservation Pass in Runner using one of the three methods mentioned in the previous section.
2. Tap the "Add Item" button to browse the catalog and add an item. Once you've added all items, tap Save

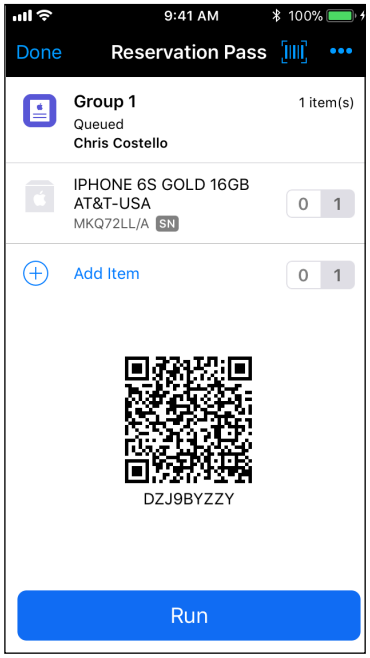
> **Important:**
> You must Save the request once edits have been made. Otherwise, your changes will be lost and the reservation will not be updated.

Edit Contact Information

You can easily change the customer's contact information (the pass delivery method) and resend the confirmation. Locate the request in Runner and tap on the header at the top that contains the customer's name and Group number. Once you've changed the requested information, tap the Resend button at the bottom of the screen.

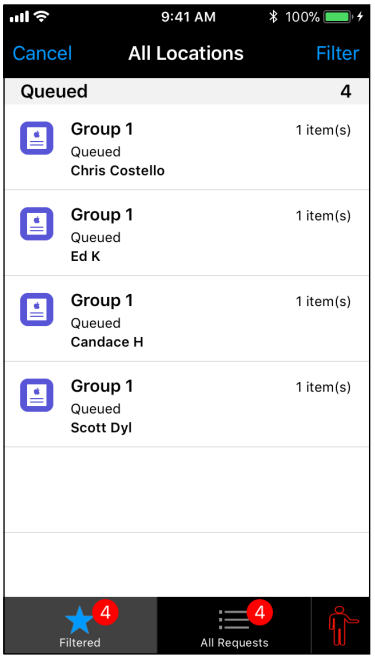
Scan

You can scan any QR code from the current day right on the Runner home screen or list view using the Isaac sled or camera. You can also scan serial numbers of delivered requests.



Browse

From the Runner request list, you can view a list of reservation passes in the order that they were created. You can also pull down to show the search bar or filter the list of requests by tapping the Filter button. To view all reservations, be sure to select "Reservation Pass" and "Queued" requests when filtering.



Get the Product

Scan the QR Code

You've been paired with a customer, scanned their QR code, now what? If the product is staged on the sales floor, you can walk directly to the Backstage Specialist. They can scan the QR code from your Isaac device.

Pass Manager	On Point Specialist	Product Zone Specialist	Operations Specialist	Product Zone Specialist
Create	Confirm Group	Scan QR	Fulfill	Complete
Create Reservation Pass for customer in line	Greet customer at front of line Scan customer's QR code (if you have enough time before next Specialist arrives) Show Runner QR code to next available Specialist	Scan QR code from On-Point or customer Open detail view of request Walk customer to product staging area (e.g., Genius Bar)	Scan QR code from Specialist's device Collect product(s) Scan all product(s) Tap "Delivered"	Tender products Reverse Run any unsold products

Normal Runner Process

You've been paired with a customer and scanned their QR code. In this case, you can simply initiate the run like a normal Runner request by tapping Run and selecting a Delivery Location.

Other Reservation Pass Options

Reset Pass (delivered passes only)

If the request has been delivered in Runner but the customer is not ready to purchase until later in the day (forgot credit card, not authorized, carrier issues, etc.) you must reset the pass. Resetting the pass disassociates the serial number from the request, allowing someone else to buy it, while still holding the same inventory for the customer. Only delivered passes can be reset.

There are two types of resets:

Partial Reset

If some items have been sold while others need to be put on hold:

1. Open the reservation request to perform a partial reset.
2. Tap the Action button and select Reset Pass.
3. Scan only the items you aren't selling and then tap Reset Pass at the bottom of the screen.
4. Confirm that you want to reset the pass.
5. You will be directed back to the Customer Info screen to re-send the pass with the updated items.
6. Reverse Run the unsold items.

Full Reset

1. Repeat steps 1 and 2 above.
2. Scan all the items in the request and tap Reset Pass.
3. Confirm that you want to reset all items.
4. You will be directed back to the Customer Info screen to resend the pass.

After both a full and partial reset, you must then submit a reverse runner request. This will allow those serials to be resold while still holding inventory aside for the customer until the end of the day.

> **Note**
> Runner Admin users (Managers/Operations teams) can reset an entire pass without scanning the items. Only do this if necessary.

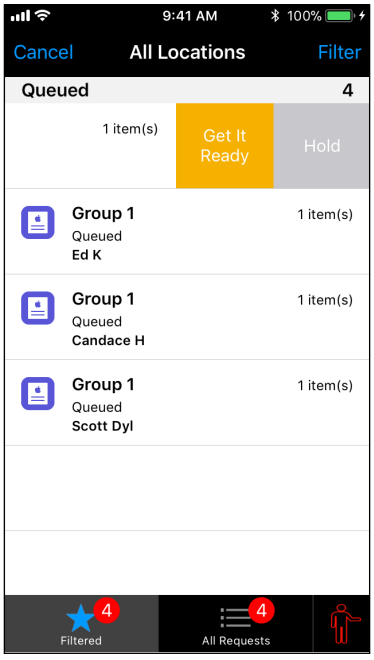
Hold Status

All passes that are reset are moved to the Hold status. Passes can also be moved to the Hold status by choosing Hold from the Action button or by swiping the request in list view. Hold status keeps the items reserved for the customer, and the reservation is moved to the bottom of the list view. There is no difference between the Hold status and the Queued status other than where the request appears in the Runner list view.

Get It Ready

A Reservation Pass can be quickly submitted as a run without choosing a Delivery Location.

Choose Get It Ready from the action button, or swipe in the list view. This notifies Backstage to bring the items to your landing zone.



Customer Wants Pass Resent

Locate the customer's reservation. Tap the Action button and select Resend.

Customer Wants to Change Pass Delivery Method

Locate the customer reservation request. Tap the header that contains the Reservation Pass icon and edit the relevant info and tap Save.

Customer No Longer Wants Reserved Item(s)

Cancel the request to release the inventory. A Reverse Request will also cancel all items the customer doesn't want on the Runner request and Reservation Pass. Each item that is processed through a Reverse Request will be automatically removed from the Reservation Pass. If all items on the Reservation Pass are reversed, the entire reservation will be canceled. (This also applies to everyday Customer Requests).

The entire request can also be canceled to immediately return all items to available inventory.

Other Details

Cellular iPhone Devices for Pass Creation

Runner works over a cellular network. You can use iPhones to create passes for customers in line if guided to do so.

Reservation Pass for Business

Business customers can also receive Reservation Passes. Since Reservation Passes expire at the end of the day, only use this feature for your business customers when they can pick up the same day. Managers, the Operations team, and the Business team should partner to determine when to use this feature and how many Reservation Passes to create for business customers.

Products reserved via Reservation Pass do not need to be physically set aside, but should all be stored in a Backstage area. Reservation Pass should not be used for products available for sale in the Avenues.

Product Availability Indicators

Runner uses RCI to maintain accurate product availability. Trust the system—the red, yellow, and green indicators show true availability. Process all delivered items through Reverse Requests if they will not be sold and should be returned to available inventory.

Pass Expiration

Reservation Passes are only good for the current day at the store where they were created and are not transferable. Any requests remaining in Runner will be deleted from the system automatically after the store closes and release inventory for the following day.

Frequently Asked Questions

A product is showing as unavailable in Runner, but I see stock on the shelves and in Sellable. Why is that?

Either all of the product is reserved on an open Customer Request, an open Reservation Pass, or an Apple Pickup order (select countries only) that hasn't yet been set aside. If you think this product should be available, check the Aging Requests in Runner to reconcile any delivered requests that were not sold, reversed, or canceled.

If a customer changes their mind and wants a different item, can I edit a Reservation Pass?

Yes. Follow the steps above to edit and resend the Reservation Pass. If you add a new product, don't forget to Save the request, otherwise it will not reserve the product for the customer.

If a delivered run is still held for a customer until it is sold, why should I reset a pass?

Resetting a pass makes the delivered serial number available for sale by other Specialists while still reserving a unit for the customer. When the customer returns, they can still purchase the item without the necessity of setting a specific unit aside.

How do I search for requests from previous days or other stores?

Use the Reservation Pass reporting in GBI to research passes and view today's data (available to managers and Operations teams only).

If I update the customer's reservation in Runner, do I need to send the customer a new pass? Does the web pass or Passbook pass automatically update?

The original QR code delivered to the customer and in Runner will always represent the latest reservation, so the customer does not need a new confirmation. The customer can always see their latest reservation by refreshing the URL they received; however, as a security feature, any updates made within five minutes of the original pass creation time will not reflect immediately. After five minutes of creating the pass, refreshing the URL will immediately show their edited reservation.

The Passbook pass currently does not support any updates after editing the reservation.

The reservation email or SMS was not received by the customer, what do I do?

Try resending the pass from the Action button on the Runner reservation. If that doesn't work, you can resend to their email (if they originally received SMS) or their SMS (if they originally received an email). If it still doesn't work, try a new phone number or email if that is an option, otherwise assure the customer that we will be able to retrieve their reservation by searching their contact information.

Reporting

Learn about how to use Reservation Pass reporting in GBI.

Run Requests Reporting
Run Requests reporting will help you understand trends and research passes. This reporting should be used plan and monitor your day in real time (Passes), research individual passes (Research), and understand historical trends (Ranking).

Accessing the Reporting
https://gbiportal.corp.apple.com

Available only to users who have access to the Admin features in the Runner app. GBI reporting is in English only.

Passes

The "Passes" tab shows near real time data (updates every 5 min) about same day Reservation Pass. Use it to understand usage, the quantity of passes in various statuses and how long it takes to transact items on passes.

Queued/On Hold
Count of passes yet to be fulfilled. Item count is the number of items on all of these passes

Cycle Time
Number of minutes between product retrieval to sale of all items on pass. Measured hourly. Dotted line represents full day average.

In Process
Products on pass have been fulfilled, but not yet tendered.

Usage
Choose a product from the drop down at the top to see usage rates.

Research

The "Research" tab enables you to find individual passes based on various search criteria. Add various criteria to find the request(s) you're looking for. Search requests from specific dates, date ranges, and stores.

Timeframe
Choose your search timeframe.

Search Criteria
Choose the criteria you want to search by.

Multiple Search Criteria
Narrow in on what you're looking for by adding criteria.

Pass Details
Click a result to view many more details.

Ranking

The "Ranking" tab can be used to compare stores in your market, view historical data, and see additional details about Reservation Pass at your store.

Timeframe
Choose the date range for your search.

Info
Click the "i" to view definitions of all measurements.

Resources

If you have questions that are not answered in this guide, first use your in-store resources. You can also consult your IS&T and Operations Field Leaders.

Policy and Procedure Questions
Global Store Support:
1-800-254-0008, option 3
storesupport@apple.com

Technical Questions
IS&T: 1-800-800-6272
http://istweb.apple.com